

# Press

Tradition keeping pace with the times

## Allianz most attractive online employer brand in Europe

- Market research institutes: 1st place for Allianz's online employer branding activities
- Allianz's employer branding is centered around high technical and content-related quality, as well as personal contact.
- There are plans for a "mobile recruiting process" and "job/skill matchers" for 2013.

Allianz's online employer branding activities have been identified as the most attractive online employer offering in Europe by the two market research institutes Potentialpark and Lundquist.

Potentialpark assesses the online employer appeal of around 690 companies across the globe every year. In the analysis of the Europe region, Allianz SE is up against 136 companies and was ranked first. In the German ranking list, the German subsidiary, Allianz Deutschland AG, came in fourth. Allianz SE also made it to the top of Lundquist's rankings. It came in first in an analysis of 100 employers worldwide. The analysis looks at companies' online activities, including their career websites, based on criteria that potential applicants deem to be decisive. These include "usability", "branding", "talent relationship building" and "application process". Potentialpark also looks at the application tool used on the website, as well as social media and the options available for mobile use. The assessment of Allianz SE looked, among other things, at the careers website at [www.allianz.com/careers](http://www.allianz.com/careers).

"This excellent result shows that Allianz is pursuing the right employer branding strategy", says Christian Finckh, Head of Human Resources for the Allianz Group. In Potentialpark's analysis, Allianz SE had already ranked 3<sup>rd</sup> in 2012. The previous Lundquist ranking put the company in 7th place. "It is very important to us that applicants experience consistently high quality from us throughout the entire application process – from a technical, content-related and personal perspective. After all, it is not the candidate who is applying to us; we are applying to the candidate", is how Finckh explains the success.

Nowadays, it is impossible to imagine employer branding without the Internet. Job seekers from all target groups - from school-leavers to executives - seek information on potential

employers online – and increasingly using smartphones or tablets. This is why Allianz SE will be enhancing its offering this year to include a "mobile recruiting process" and making its career site even more interactive in the future, for example by including a job/skill matcher that allows candidates to compare their professional profiles with the jobs on offer at Allianz and, in doing so, learn more about Allianz as an employer in a way that is fun. Christian Finckh: "We want to give even more of an insight into life behind the scenes at the Allianz Group. Because transparency and authenticity form the basis for the right choice - on both sides."

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**About Allianz**

Together with its customers and sales partners, Allianz is one of the strongest financial communities. Around 78 million private and corporate customers rely on Allianz's knowledge, global reach, capital strength and solidity to help them make the most of financial opportunities and to avoid and safeguard themselves against risks.

In 2011, around 142,000 employees in over 70 countries achieved total revenue of 103.6 billion euros and an operating profit of 7.9 billion euros. Benefits for our customers reached 86.5 billion euros.

This business success with insurance, asset management and assistance services is based increasingly on customer demand for crisis-proof financial solutions for an ageing society and the challenges of climate change. Transparency and integrity are key components of sustainable corporate governance at Allianz SE.

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